VIEWPOINT '73

GENERAL SCHEDULE

Registration: Club Room Foyer
March 23 Noon - 4 PM
March 24 8 AM - Noon

Exhibits: Club Room B & First Floor
March 23 Noon - 4 PM
8 PM - Midnight
March 24 8 AM - 10 AM
Noon - 1:30 PM
3 PM - 4 PM
5:30 PM - 7 PM
10 PM - Midnight

Tours: Leave from Club Room Foyer
March 23 Noon - 4 PM

WIBS: Club Room A
March 23 Noon - Midnight
March 24 8 AM - 7 PM

Opening Session: Diplomat Room
March 23 4 PM - 5 PM

Macro-Meetings: Meeting Rooms
March 23 5 PM - 6:30 PM

Micro-Meetings: Meeting Suites
March 23 6:30 PM - 8 PM

Regions General Session: Tudor Room
March 23 8:30 PM - 9 PM

Regional Caucuses: Meeting Suites
March 23 9 PM - 10 PM

Rap Room: Empire Foyer B
March 24 8 AM - Midnight

Macro-Meetings: Meeting Rooms
March 24 9 AM - 10:30 AM

Micro-Meetings: Meeting Suites
March 24 10:30 AM - Noon

Lunch Break
March 24 Noon - 1:30 PM

General Caucus: Empire Room
March 24 1:30 PM - 3 PM

Macro-Meetings: Meeting Rooms
March 24 3 PM - 4 PM

Micro-Meetings: Meeting Suites
March 24 4 PM - 5:30 PM

Convention Banquet: Regency Ballroom
March 24 7:30 PM - 10 PM

IBS Forum: Tudor Room
March 25 9 AM - 10 AM

Job Fair: Tudor Room
March 25 10 AM - Noon

Baggage Hold: Palladian Room
March 25 11 AM - 7 PM

NAB Exhibits: Exhibition Halls at Shoreham and Sheraton Park Hotels
March 25 Noon - 6 PM

SESSION DESCRIPTIONS

361-F
4:30.

MARCH 23 4 PM - 5 PM

"Where We're Going" A general session devoted to discussing the objectives and directions of this convention. Diplomat Room
Robert I. Freedman, moderator
Director of Media Operations, National Educational Television
Jack Smith
Editor, Format East
Jeffrey N. Tellis
Gen. Mgr., WPKN AM-FM, University of Bridgeport
William R. Malone
Vice President, General Telephone and Electronics

MARCH 23 5 PM - 6:30 PM

"Modern Radio" Diplomat Room
James A. Cameron, moderator
Air Personality, WLIR, Hempstead, N.Y.
John A. Davlin
Gen. Mgr., WGSU-FM, State Univ. at Geneseo, N.Y.
David Fricke
Prog. Dir., WMUH, Muhlenberg College, Allentown, Pa.

"FM Engineering - The Professional Approach" Tudor Room
Ludwell Sibley, moderator
Engineering Manager, IBS

"Sales as an Art" Forum Room
Joseph D. Coons, moderator
Project Manager-Automation, IGM, Inc.
John Lack
New York Sales Manager, CBS Radio Spot Sales

MARCH 23 6:30 PM - 8 PM

"Programming Freeform" Pacific Suite

"Programming Freeform II" Mid-Atlantic Suite

"Programming Freeform III" Paul Brown Suite

"Administration Freeform" Journal Suite

"Sales Freeform" Iota Beta Sigma Suite

"Engineering Freeform" Club Room B

MARCH 23 8:30 PM - 9 PM

"Regions - Past, Present and Future" Tudor Room
Dic Allen, moderator
IBS Regions Coordinator

MARCH 23 9 PM - 10 PM

"Capitol Region Caucus" Pacific Suite

"Midwestern Region Caucus" Midwestern Suite

"Empire Region Caucus" Iota Beta Sigma Suite

"Mid-Atlantic Region Caucus" Mid-Atlantic Suite

"North Central Region Caucus" Journal Suite

"Southern Region Caucus" Southern Suite

"Great Lakes Region Caucus" Great Lakes Suite

"New England Region Caucus" New England Suite

MARCH 24 9 AM - 10:30 AM

"The Case for Good Administration" Empire Room
Jeffrey N. Tellis, moderator
Gen. Mgr., WPKN-AM-FM, Univ. of Bridgeport
John P. Witherspoon
Former Director of Television Operations, Corp. for Pub. Bdcstg.
Stuart D. Goldberg
Gen. Mgr., WCBN, Univ. of Mich.

"Carrier Current - What the FCC has to Say" Tudor Room
Richard H. Crompton, moderator
President, LPB, Inc.

"Broadcasting as a Service" Forum Room
Robert S. Tarleton, moderator
Office of Information, Office of Secretary of the Air Force
James L. Holton
Gen. Mgr., NBC Radio News

Elbert Sampson
Coordinator for Public Affairs, NAB
James Karayn
Pres., National Public Affairs Center for Television

MARCH 24 10:30 AM - Noon

"A School for Sales" Tudor Room
Carl F. Loucks, discussion leader
VP-Member Relations, Radio Advertising Bureau; one of the founders of the Ivy Network

"Carrier Current - Getting the Signal Around" Club Room B
John Gafford, discussion leader
Engineering Mgr., LPB, Inc.

"Studio Engineering" Mid-Atlantic Suite
George F. Eustis Jr., discus. leader
Former Project Engineer, G.E.

"CAFM - A New Medium" Great Lakes Suite
Ludwell Sibley, discussion leader
Engineering Manager, IBS

"News as a Community Service" Journal Suite
Ms. Marion Hayes, discussion leader
Communications Specialist, Community Relations Service, U.S. Dept. of Justice

"Community Relations - A Public Affair" Pacific Suite
Arthur Peltz, discussion leader
Communications Specialist, Community Relations Service, U.S. Dept. of Justice

"Problems in Larger Station Management" New England Suite
Stuart D. Goldberg, discus. leader
Gen. Mgr., WCBN, Univ. of Mich.

"Smaller Station Management - Getting it Started...Keeping it Going" Iota Beta Sigma Suite
Lee Harbert, discussion leader
Gen. Mgr., WGSC, Glenville State College, W.Va.

"IBS Programming" Southern Suite
Rod G. Collins, discussion leader
Director, Radio-TV Center, Univ. of Va.

"Alternative Music Programming" Paul Brown Suite
John A. Davlin, discussion leader
Gen. Mgr., WGSU-FM, State Univ. at Geneseo, N.Y.

"Minority Programming" Empire Foyer A
Discussion leader to be announced

MARCH 24 1:30 PM - 3 PM

"General Caucus: The Crisis in Broadcasting" Empire Room
E. William Henry, moderator
Former Chairman, Federal Communications Commission
Karl Hess
Visiting Fellow, Institute for Policy Studies (Washington, D.C.)
Former speechwriter for presidential campaign of Sen. Barry Goldwater
Jack Cloherty
Investigative Reporter, associated with syndicated columnist Jack Anderson
Richard W. Jencks
VP-Washington, CBS, Inc.

MARCH 24 3 PM - 4 PM

"Government Regulation - Big Brother Is Watching" Tudor Room
William R. Malone, Esq., moderator
Vice President, General Telephone and Electronics
Peter Tannenwald, Esq.
Partner: Arent, Fox, Kintner, Plotkin and Kahn; Washington Counsel for WBRU-FM
Albert Kramer, Esq.
Director, Citizens Communications Service
Harold Kassens
Asst. Chief, FCC Broadcast Bureau
Tracey Westen
Director, Stern Community Law Firm (WYBC obscenity case)

"Commercialism in Broadcasting" Forum Room
Robert I. Freedman, moderator
Director of Media Operations, National Educational Television
Thomas Winkler
Manager, Radio Code Office, NAB
Michael Perlman
Asst. Director, Division of Consumer Protection, FTC

Richard Marks, Esq.
Partner, Dow, Lohnes and Albertson; Counsel to the American Advertising Federation

"What the Trade is Saying" Empire Room
Gary Cohen, moderator
Editor, College Radio Report and College Editor, Record World
Sam Sutherland
Campus Editor, Billboard Magazine
Rick Spence
Music Editor, Journal of College Radio

MARCH 24 4 PM - 5:30 PM

"New Directions in Carrier Current" Great Lakes Suite
Ludwell Sibley, discussion leader
Engineering Manager, IBS

"Carrier Current - Distribution Problems" Club Room B
Richard H. Crompton, discussion lead.
President, LPB, Inc.

"Sales - Backbone of Your Station" Tudor Room
John Catlett, discussion leader
Gen. Mgr., WCBS-FM; former President, Ivy Network

"Newscasting" Iota Beta Sigma Suite
Discussion leader to be announced

"Administration/Management Problem Workshop" Empire Foyer A
Jeffrey N. Tellis, discus. leader
Gen. Mgr., WPKN-AM-FM, Univ. of Bridgeport

"FCC Rules and Policies" Journal Suite
Harold Kassens, discussion leader
Asst. Chief, FCC Broadcast Bureau
Peter Tannenwald, Esq.
Partner: Arent, Fox, Kintner, Plotkin and Kahn

"The Law and Responsive Programming"
Albert Kramer, Esq., discus. lead.
Director, Citizens Communications Service
Tracey Westen, Esq.
Director, Stern Community Law Firm

"Sportscasting" Mid-Atlantic Suite
Discussion leader to be announced

"FM Engineering" Southern Suite
Discussion leader to be announced

"Advertising Standards" Midwestern Suite
Thomas Winkler, discussion leader
Manager, Radio Code Office, NAB

"Determining Community Needs" New England Suite
Ray A. Hubbard, discussion leader
Vice President for Programming and Production, Post-Newsweek Stations, Inc.

"Alternative News and Public Affairs" Paul Brown Suite
James A. Cameron, discussion leader
Air Personality, WLIR, Hempstead, N.Y.

MARCH 24 9 AM - 10 AM

"IBS Forum" Tudor Room
The IBS Board is cornered and it's your chance to ask the questions.

MARCH 24 10 AM - NOON

"Job Fair" Tudor Room
Discussions with professionals in the industry on job opportunities and requirements.
James A. Cameron
Air Personality, WLIR, Hempstead, N.Y.
Lt. Col. Jane A. Donovan
Chief, Armed Forces Radio/TV Branch, SAFOI, Washington
Robert I. Freedman
Director of Media Operations, National Educational Television
Ludwell Sibley
IBS Engineering Manager
George F. Eustis Jr.
Former Project Engineer, General Electric
Jeffrey N. Tellis
Gen. Mgr., WPKN-AM-FM, Univ. of Bridgeport
Dr. George Abraham
Director, Institute of Electrical and Electronic Engineers

CONVENTION COMMITTEE

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VIEWPOINT '73

IBS National Convention
March 23–25, 1973